
DECODING URBAN LANDSCAPES THROUGH THE ANALYSIS OF PLACE NAMES AND IMAGINARIES

Place names as connecting thread in urban analysis

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Starting ideas

Starting ideas

Proposal

-When thinking in their environment, citizens create labels for every geographic entity existing in their mental map.

Study case

- Toponyms acquire then a main role in the moment a place is designated.

Previous work

- Toponymy is applied to the territory, but also defines it. The act of naming is essential while constructing the *feel of place*.

Research work

-Therefore, place name's significance is connected to a society.

Conclusions

- So place names may be useful tools for decoding urban territories and societies.

Future work

Proposal

S_{tarting ideas}

P_{roposal}

S_{tudy case}

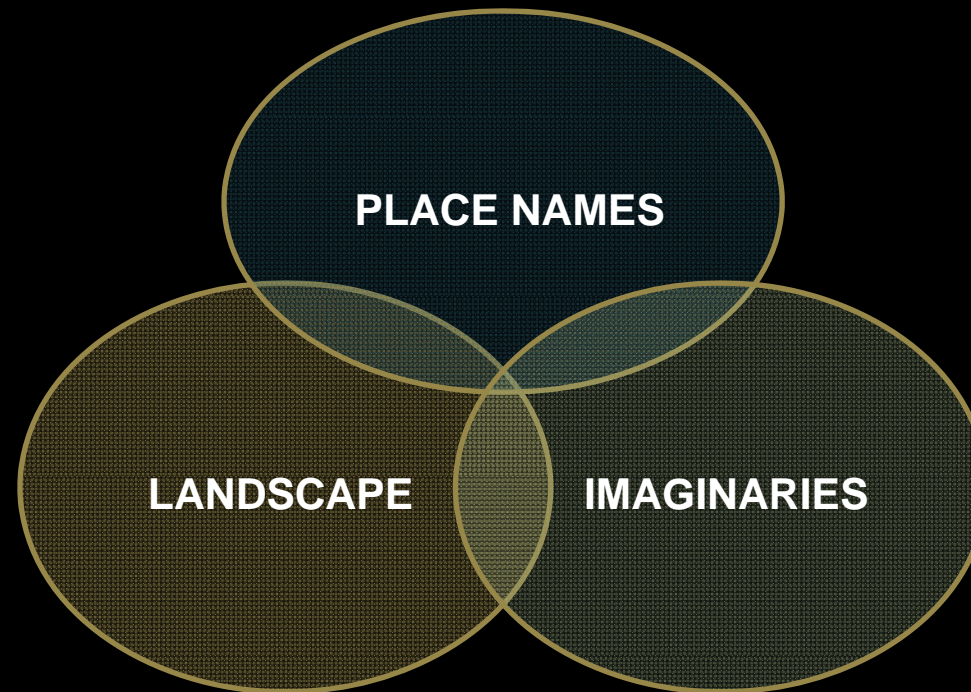
P_{revious work}

R_{esearch work}

C_{onclusions}

F_{uture work}

- Place names connect landscapes (objective representations of reality/geographic entities) and imaginaries (empirical interpretation of reality), but also overlap with them.
- Place names play a essential role as thread in geographical analysis.



Proposal

Starting ideas

Proposal

Hypothesis:

Place names, landscape and imaginaries converge in an integrated and complete dialog in which they reciprocally serve as links between citizens and territories.

Study case

Previous work

Aim:

Research work

E(valuate) the role of place names in the interpretation of territorial reality, demonstrating their function as connecting thread in territorial analysis linking geographic entities with the perception of the citizens.

Conclusions

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Study case

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F_{uture work}



Historic city:

- High immaterial cultural heritage value because of the testimoniality of its place names.
- Great amount of consolidated place names

Touristic city:

- High influence of visitors in place naming
- Important role of place names in signs (or viceversa)

Metropolitan city:

- Commuting city. New urbanization. Heterogeneous place naming.

Previous work

Starting ideas

Proposal

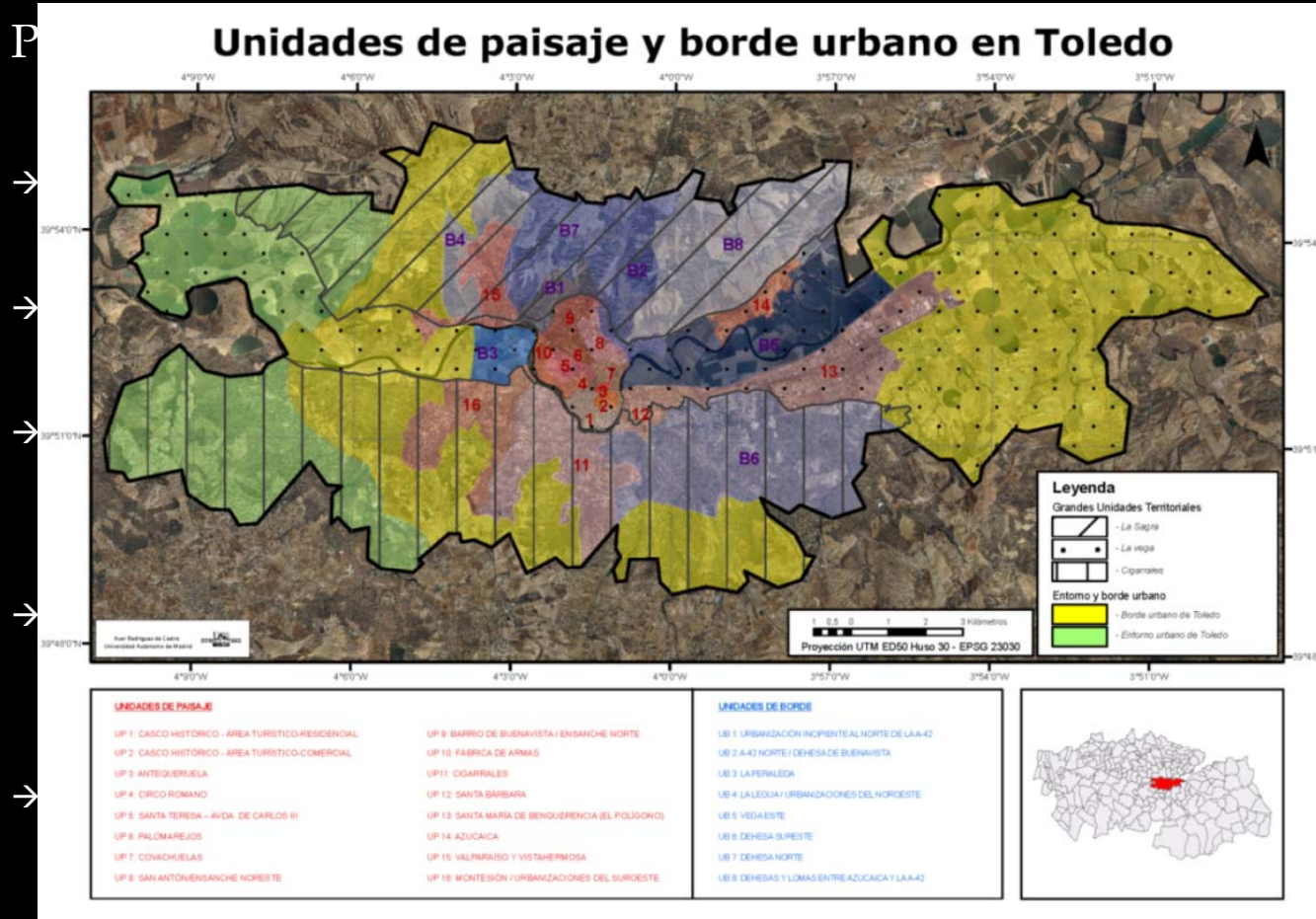
Study case

Previous work

Research work

Conclusions

Future work



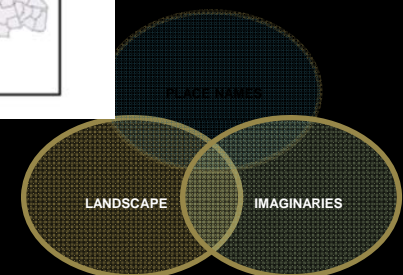
modificate or delete the different landscape units.

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Previous work

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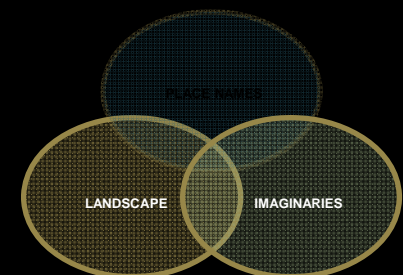
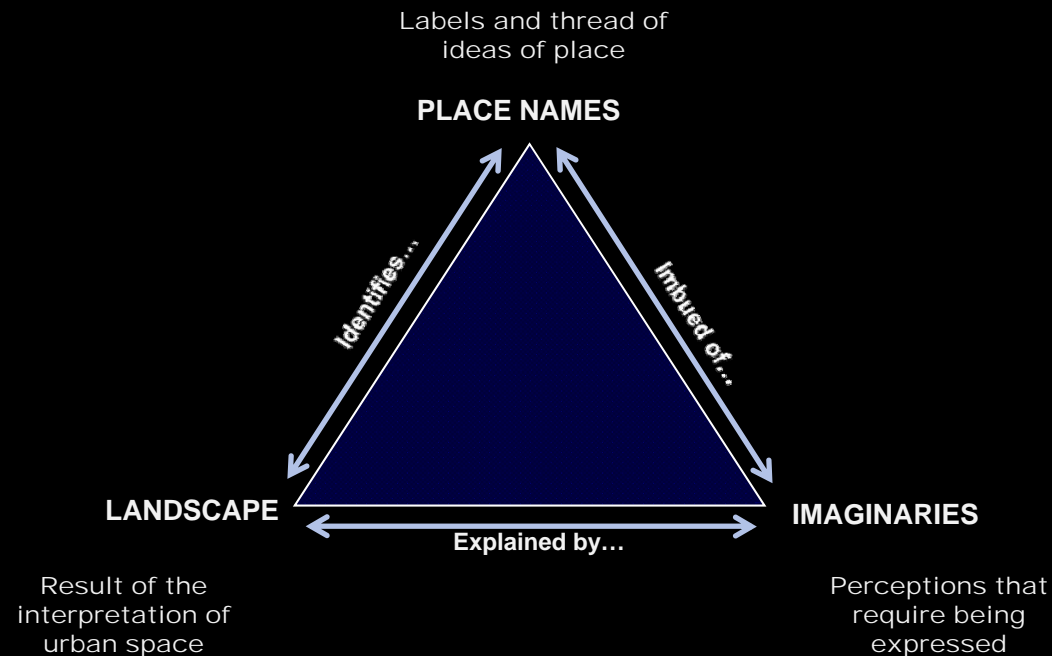
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The role of place names in linking reality with perceptions configuring the “essence” of the place (i.e. the city).



Research work

Starting ideas

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Naming is power - the creative power to call something into being, to render the invisible visible, to impart a certain character to things. (Tuan 1991).

change their denotative meaning depending on the entity they refer to of its

Place names in maps work for geographers as the rescue of lost landscapes: there they see territories, uses, perceptions, elements they compare with other informations to recover perhaps ancient landscapes and contrasting stages in the evolution of the places (Martinez de Pisón 2010).

S

names

throughout time

Toponyms are a connecting point between Man and the Land and carry with them much cultural significance. (...) they may change over time; they may appear, disappear, and re-appear elsewhere; and they may carry with them the hopes and challenges of a people, their language, culture and identity (Kerfoot 2009).

meaning that may change heritage becomes

Previous work

Toponymy provides significant information for evaluating the processes of transformation and change undergone by a territory (Tort 2003)

Research work

Users acquainted not only with the place name, but also with the place, (...) feel a certain emotion, when they read the name on the map. Reading the name activates their emotional ties, their "feel of a place" (Jordan 2009).

PLACES

Conclusion

A place must have a name that can be remembered, because without a name, a place does not exist. (Raivo 1998)

IMAGINARIES

Future work

Research work

S_{tarting ideas}

P_{roposal}

Urban landscape and place names

S_{tudy case}

Approaches

→ Place name as geographic identifier

P_{revious work}

→ Place name role in the configuration of the city

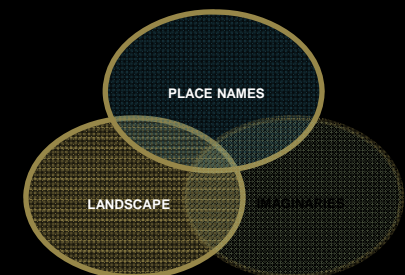
R_{esearch work}

→ Place names as tools

→ Place names reference evolves

C_{onclusions}

F_{uture work}



Place name as Geographic identifier

Starting ideas

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LANDSCAPE

Place name role in the configuration of the city

S_tarting ideas

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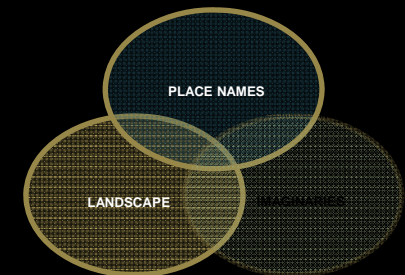
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Place names as tools

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Place names reference evolves

S_tarting ideas

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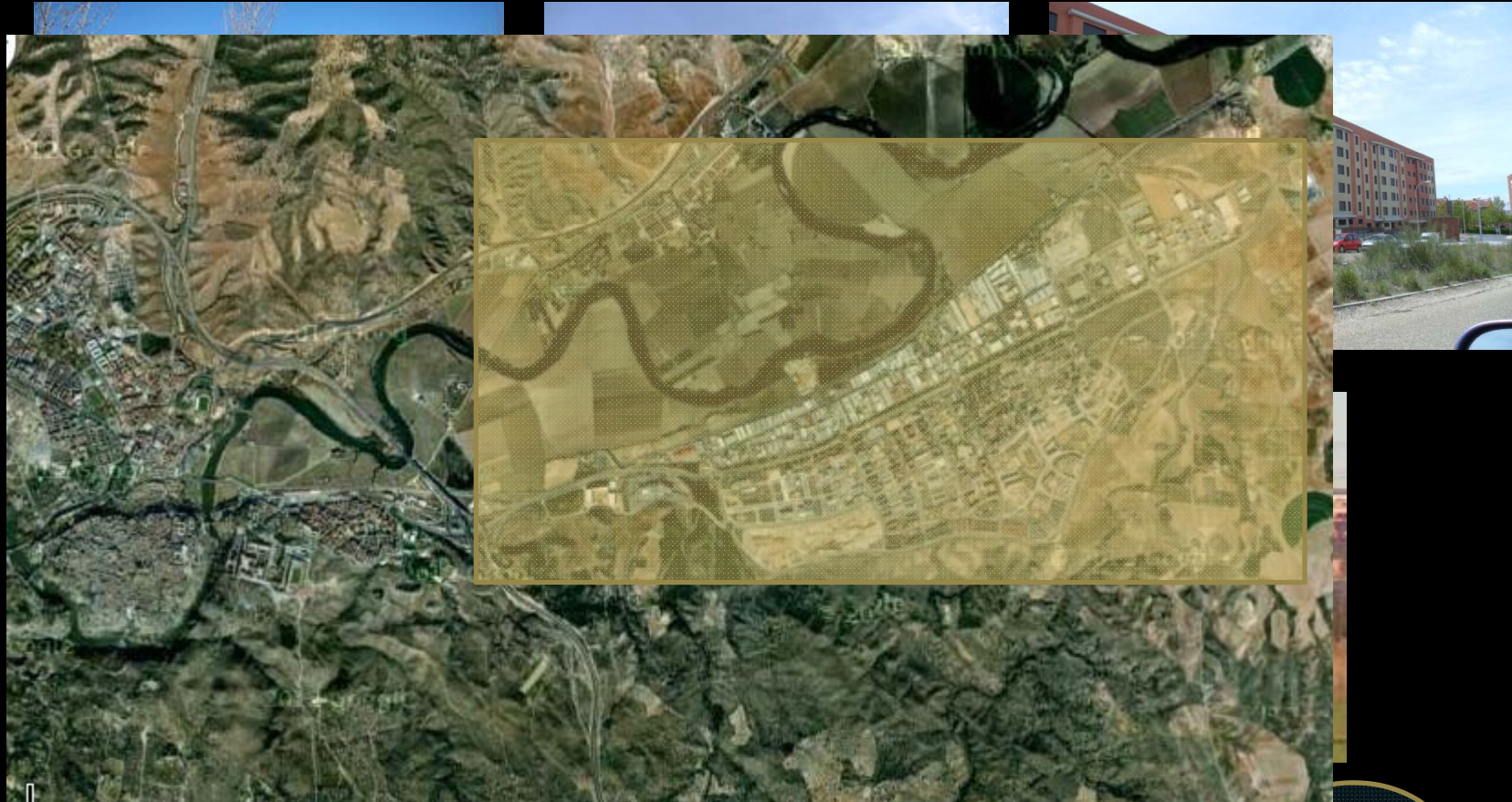
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Research work

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Imaginaries and place names

Approaches

P_{revious work}

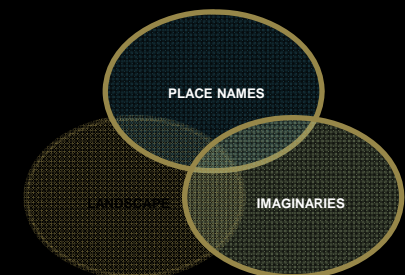
→ Role of place names in the configuration of imaginaries

R_{esearch work}

→ Signposting, ectonymy and immaterial cultural heritage variables

C_{onclusions}

F_{uture work}



Role of place names in the configuration of imaginaries

Starting ideas

Proposal

- Dynamic surveys
- Interviews
- Participant observations

Study case

Previous work

Research work

Conclusions

Future work

Encuesta sobre topografía e imaginarios. Toledo

UA
UNIVERSIDAD ALFONSO VI

Ámbito:
Entrevista:

1. Identificación

1.A. Dibuje un croquis de su barrio.
1.B. Concrete los límites de su barrio.
1.C. Indique y nombre sobre su mapa cuáles son los lugares más representativos.

2. Preferencias y accesos

2.A. ¿Qué elementos concretos tienen mayor relevancia para usted en su barrio? Indíquelos sobre el croquis, señalando (en caso de discrepancia) la denominación que utilice habitualmente para designar dicho lugar en primer lugar y la denominación que considere oficial en segundo lugar (equipamientos, lugares de esparcimiento, bares...).

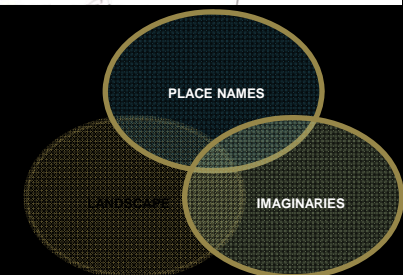
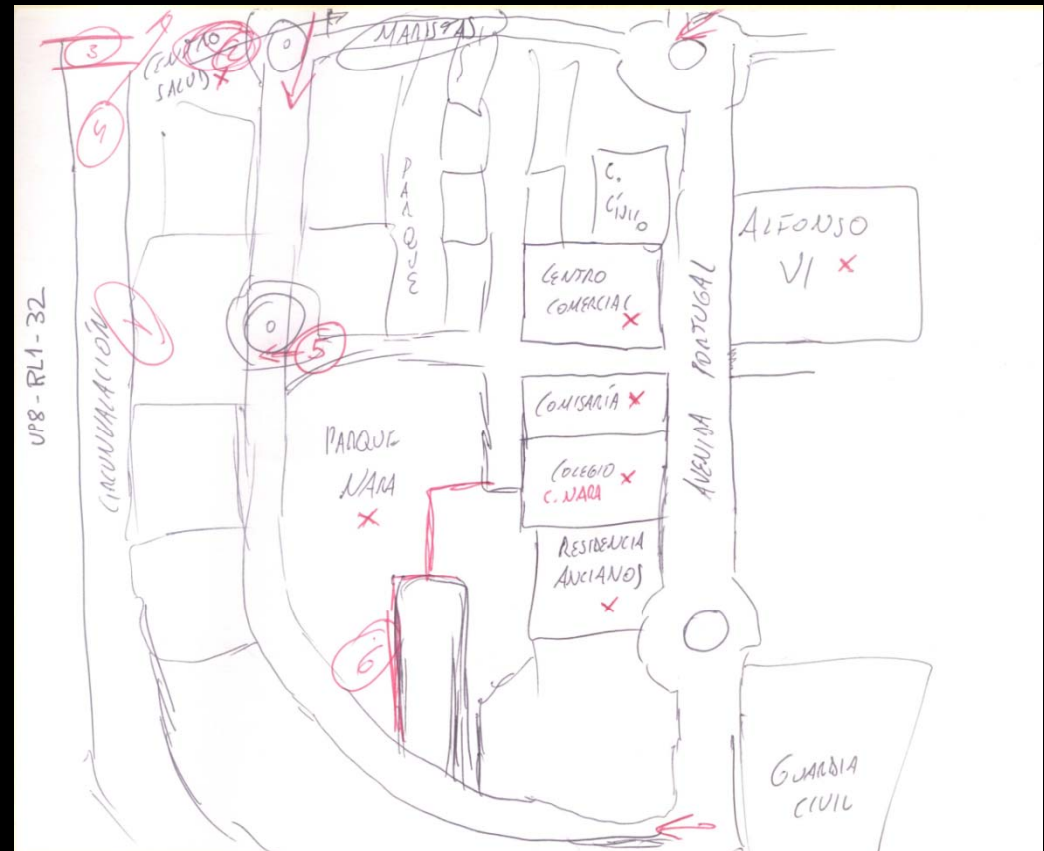
2.B. ¿Cuál es el principal acceso (o principales accesos) que usted emplea para llegar a su domicilio? Señálelo sobre el croquis y nómbrelo.

3. Reconocimiento

¿Reconoce estos lugares? Ubíquelos en su croquis e indique sus límites. Comunique el nombre con el que conoce el lugar al encuestador.

		
1.	2.	3.
		
4.	5.	6.

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Signposting, ectoponymy and immaterial cultural heritage variables

Starting ideas

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IMAGINARIES

Conclusions

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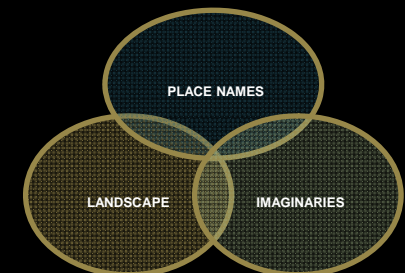
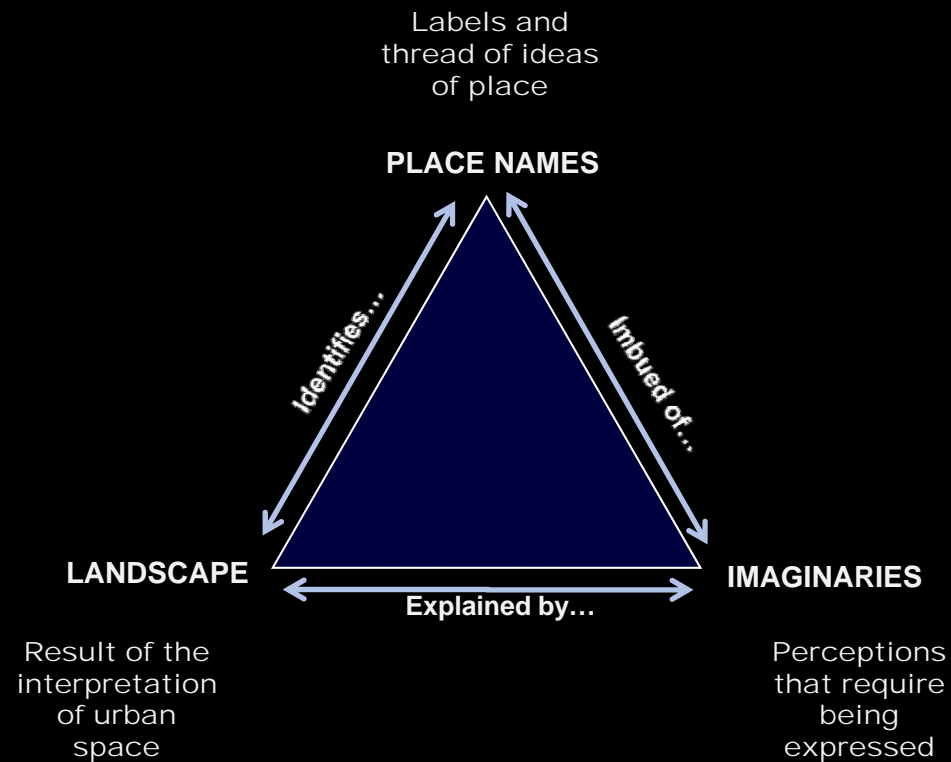
S_{tudy case}

P_{revious work}

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Future Work

S_{tarting ideas}

P_{roposal}

S_{tudy case}

P_{revious work}

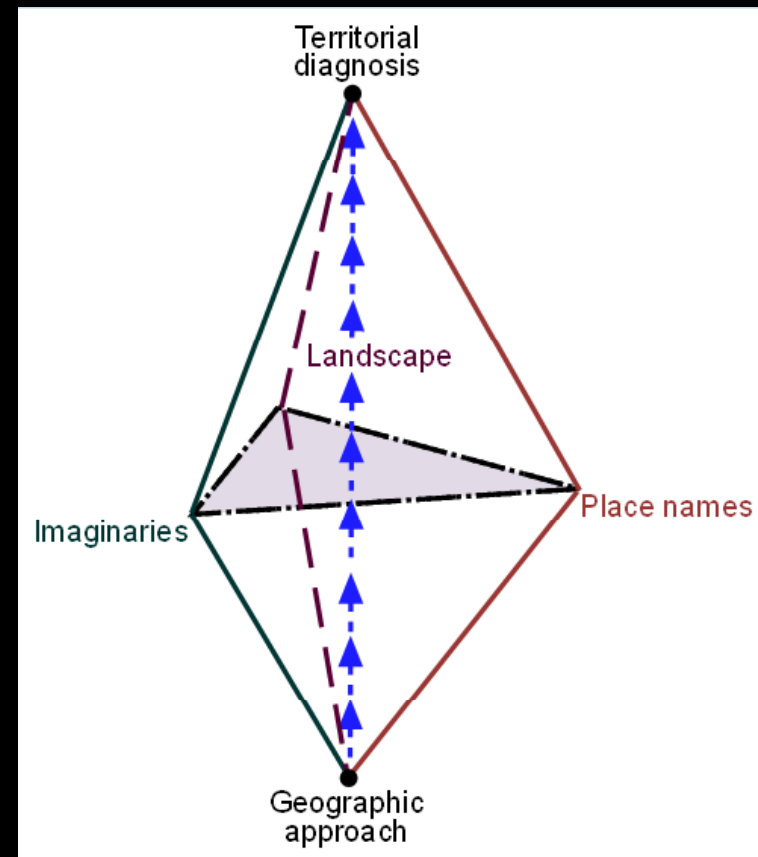
R_{esearch work}

C_{onclusions}

F_{uture work}

- Evaluate the level of interaction between place names, imaginaries and landscape.

- Valuate the role of place names as thread in territorial analysis and deepen in their role as information tool of territory beyond linguistics and semantics.





Thank you for your attention!

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